

# Chia-Chi Teng June'16 Political TV- Cable

6/7/2016

**Client:** Chia Chi Teng  
**Media:** TV  
**Product:** TV  
**Flight Date:** 06/06/2016 - 07/03/2016  
**Market/System:** Salt Lake City  
 COMCAST, Provo Zone, UT, 6496

**Estimate:** 1361  
**Survey:** Apr16 C-DMA Nielsen Live+3  
**Buyer:** Jodi Bradfield

# of SPOTS PER WEEK													
Station	Affil	Day	DP	Time	Program	Women 25-54 RTG	Adults 25-54 RTG	Dur	6/13 6/19	6/20 6/26	Total Spots	STN Gross Cost	CPP
DISC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$24.00	\$240.00
DISC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$15.00	\$150.00
DISC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$36.00	\$180.00
FXNC-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.2	0.2	30	3	3	6	\$30.00	\$150.00
FXNC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.3	0.1	30	3	3	6	\$48.00	\$160.00
FXNC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$36.00	\$360.00
FXNC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$72.00	\$360.00
HGTV-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.2	30	3	3	6	\$15.00	\$0.00
HGTV-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.3	30	3	3	6	\$24.00	\$240.00
HGTV-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.3	0.6	30	3	3	6	\$12.00	\$40.00
HGTV-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.9	30	3	3	6	\$30.00	\$150.00
HIST-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.0	30	3	3	6	\$15.00	\$0.00
HIST-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$24.00	\$240.00
HIST-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$18.00	\$180.00
HIST-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.4	30	3	3	6	\$36.00	\$180.00
Station Total:						13.2	25.8				90	\$2,610.00	
Spots Per Week									45	45		90	
Cost Per Week									1,305	1,305		2,610	
TRPs Per Week									6.6	6.6		13.2	

## SCHEDULE TOTALS

TOTAL SPOTS: 90  
 TOTAL COST: \$2,610.00  
 TOTAL Women 25-54 TRPs: 13.2  
 TOTAL Women 25-54 Reach Pct/Frequency: 7.9%/1.6  
 TOTAL Adults 25-54 TRPs: 25.8  
 TOTAL Adults 25-54 Reach Pct/Frequency: 15.9%/1.6

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_

# Chia-Chi Teng June'16 Political TV- Cable

6/7/2016

**Client:** Chia Chi Teng  
**Media:** TV  
**Product:** TV  
**Flight Date:** 06/06/2016 - 07/03/2016  
**Market/System:** Salt Lake City  
 COMCAST, Salt Lake North Zone,, 6489

**Estimate:** 1361  
**Survey:** Apr16 C-DMA Nielsen Live+SD  
**Buyer:** Jodi Bradfield

# of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Women 25-54 RTG	Adults 25-54 RTG	Dur	6/13 6/19	6/20 6/26	Total Spots	STN Gross Cost	CPP
DISC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$45.00	\$450.00
DISC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$21.00	\$210.00
DISC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$69.00	\$345.00
FXNC-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.2	0.1	30	3	3	6	\$72.00	\$360.00
FXNC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.2	0.1	30	3	3	6	\$141.00	\$705.00
FXNC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$48.00	\$480.00
FXNC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.2	30	3	3	6	\$117.00	\$585.00
HGTV-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.2	30	3	3	6	\$21.00	\$0.00
HGTV-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.3	30	3	3	6	\$45.00	\$450.00
HGTV-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.2	0.5	30	3	3	6	\$18.00	\$90.00
HGTV-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.8	30	3	3	6	\$57.00	\$285.00
HIST-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.0	30	3	3	6	\$24.00	\$0.00
HIST-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$45.00	\$450.00
HIST-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$27.00	\$270.00
HIST-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$69.00	\$345.00
<b>Station Total:</b>						<b>12.0</b>	<b>22.8</b>				<b>90</b>	<b>\$4,914.00</b>	
Spots Per Week									45	45	90		
Cost Per Week									2,457	2,457	4,914		
TRPs Per Week									6.0	6.0	12.0		

## SCHEDULE TOTALS

TOTAL SPOTS: 90  
 TOTAL COST: \$4,914.00  
 TOTAL Women 25-54 TRPs: 12.0  
 TOTAL Women 25-54 Reach Pct/Frequency: 7.5%/1.6  
 TOTAL Adults 25-54 TRPs: 22.8  
 TOTAL Adults 25-54 Reach Pct/Frequency: 14.3%/1.6

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# Chia-Chi Teng June'16 Political TV- Cable

6/7/2016

**Client:** Chia Chi Teng  
**Media:** TV  
**Product:** TV  
**Flight Date:** 06/06/2016 - 07/03/2016  
**Market/System:** Salt Lake City  
 COMCAST, Salt Lake South, UT, 6492

**Estimate:** 1361  
**Survey:** Apr16 C-DMA Nielsen Live+SD  
**Buyer:** Jodi Bradfield

# of SPOTS PER WEEK													
Station	Affil	Day	DP	Time	Program	Women 25-54 RTG	Adults 25-54 RTG	Dur	6/13 6/19	6/20 6/26	Total Spots	STN Gross Cost	CPP
DISC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$45.00	\$450.00
DISC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$27.00	\$270.00
DISC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$69.00	\$345.00
FXNC-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.2	0.2	30	3	3	6	\$90.00	\$450.00
FXNC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.3	0.1	30	3	3	6	\$180.00	\$600.00
FXNC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$72.00	\$720.00
FXNC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$180.00	\$900.00
HGTV-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.2	30	3	3	6	\$24.00	\$0.00
HGTV-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.3	30	3	3	6	\$45.00	\$450.00
HGTV-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.3	0.6	30	3	3	6	\$24.00	\$80.00
HGTV-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.8	30	3	3	6	\$66.00	\$330.00
HIST-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.0	30	3	3	6	\$24.00	\$0.00
HIST-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$45.00	\$450.00
HIST-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$36.00	\$360.00
HIST-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$69.00	\$345.00
Station Total:						13.2	24.6				90	\$5,976.00	
Spots Per Week									45	45	90		
Cost Per Week									2,988	2,988	5,976		
TRPs Per Week									6.6	6.6	13.2		

## SCHEDULE TOTALS

TOTAL SPOTS: 90  
 TOTAL COST: \$5,976.00  
 TOTAL Women 25-54 TRPs: 13.2  
 TOTAL Women 25-54 Reach Pct/Frequency: 7.8%/1.6  
 TOTAL Adults 25-54 TRPs: 24.6  
 TOTAL Adults 25-54 Reach Pct/Frequency: 15.1%/1.6

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# Chia-Chi Teng June'16 Political TV- Cable

6/7/2016

**Client:** Chia Chi Teng  
**Media:** TV  
**Product:** TV  
**Flight Date:** 06/06/2016 - 07/03/2016  
**Market/System:** Salt Lake City-Ogden  
 COMCAST, Mid Valley Zone, UT, 6490

**Estimate:** 1361  
**Survey:** 3BK Feb16-Apr16 C-DMA Nielsen Live+SD  
**Buyer:** Jodi Bradfield

# of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Women 25-54 RTG	Adults 25-54 RTG	Dur	6/13 6/19	6/20 6/26	Total Spots	STN Gross Cost	CPP
DISC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$36.00	\$360.00
DISC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.3	30	3	3	6	\$15.00	\$150.00
DISC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	4	3	7	\$45.00	\$225.00
FXNC-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.1	0.2	30	3	3	6	\$48.00	\$480.00
FXNC-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.2	0.4	30	3	3	6	\$99.00	\$495.00
FXNC-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$36.00	\$360.00
FXNC-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.1	0.4	30	3	3	6	\$81.00	\$810.00
HGTV-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.1	30	3	3	6	\$15.00	\$0.00
HGTV-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.3	30	3	3	6	\$36.00	\$360.00
HGTV-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.3	0.5	30	3	3	6	\$15.00	\$50.00
HGTV-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.6	30	3	3	6	\$41.00	\$205.00
HIST-TV		M-Su	RT	5:00a- 9:00a	VARIOUS	0.0	0.0	30	3	3	6	\$24.00	\$0.00
HIST-TV		M-F	RT	4:00p- 7:00p	VARIOUS	0.1	0.1	30	3	3	6	\$36.00	\$360.00
HIST-TV		Sa-Su	RT	9:00a- 7:00p	VARIOUS	0.1	0.2	30	3	3	6	\$21.00	\$210.00
HIST-TV		M-Su	RT	7:00p-12:00a	VARIOUS	0.2	0.3	30	3	3	6	\$45.00	\$225.00
<b>Station Total:</b>						<b>11.6</b>	<b>24.9</b>				<b>91</b>	<b>\$3,603.00</b>	
Spots Per Week									46	45	91		
Cost Per Week									1,824	1,779	3,603		
TRPs Per Week									5.9	5.7	11.6		

## SCHEDULE TOTALS

TOTAL SPOTS: 91  
 TOTAL COST: \$3,603.00  
 TOTAL Women 25-54 TRPs: 11.6  
 TOTAL Women 25-54 Reach Pct/Frequency: 7.1%/1.6  
 TOTAL Adults 25-54 TRPs: 24.9  
 TOTAL Adults 25-54 Reach Pct/Frequency: 15.9%/1.6

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# Summary by Market/System

6/7/2016

**Client:** Chia Chi Teng

**Estimate:** 1361

**Media:** TV

**Buyer:** Jodi Bradfield

**Product:** TV

**Flight Date:** 06/06/2016 - 07/03/2016

Market	Total Spots	STN Gross	PCT	Women 25-54			Adults 25-54		
				CPP	GRP	PCT	CPP	GRP	PCT
				Reach Pct / Freq			Reach Pct / Freq		
Salt Lake City									
COMCAST, Provo Zone, UT, 6496									
Market Total:	90	\$2,610.00	15%	\$197.73	13.2 7.9%	13% 1.6	\$101.16	25.8 15.9%	13% 1.6
Salt Lake City									
COMCAST, Salt Lake North Zone,, 6489									
Market Total:	90	\$4,914.00	29%	\$409.50	12.0 7.5%	26% 1.6	\$215.53	22.8 14.3%	25% 1.6
Salt Lake City									
COMCAST, Salt Lake South, UT, 6492									
Market Total:	90	\$5,976.00	35%	\$452.73	13.2 7.8%	43% 1.6	\$242.93	24.6 15.1%	42% 1.6
Salt Lake City-Ogden									
COMCAST, Mid Valley Zone, UT, 6490									
Market Total:	91	\$3,603.00	21%	\$310.60	11.6 7.1%	17% 1.6	\$144.70	24.9 15.9%	20% 1.6
All Markets									
Grand Total:	361	\$17,103.00		\$571.60	29.9 7.6%	1.6	\$295.70	57.8 15.1%	1.6